

PENGARUH KONTEN PERIKLANAN DAN PROMOSI PENJUALAN TERHADAP BRAND AWARENESS DAN BRAND ASSOCIATION UANG ELEKTRONIK ?OVO? Studi di Kalangan Generasi Millennial = THE IMPACT OF ADVERTISING CONTENT AND SALES PROMOTION TO BRAND AWARENESS AND BRAND ASSOCIATION OF ELECTRONIC MONEY OVO Study on Millennial Generation

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Abstrak

Sejak tahun 2000-an, terdapat alat pembayaran menggunakan kartu (APMK) bagian dari layanan keuangan yang kian meningkat penggunaannya, atau juga dikenal sebagai uang elektronik. Faktor-faktor peningkatan penggunaan diketahui didapat dari eksternal uang elektronik seperti program pemerintah dan kemudahan penggunaan. Faktor internal uang elektronik seperti brand equity diketahui belum cukup kuat. Diduga, hal tersebut terjadi karena tidak adanya faktor pembeda, minimnya pengetahuan akan brand, atau tidak adanya respon terhadap upaya pemasaran. Sementara itu, upaya komunikasi pemasaran sudah dan sedang dilakukan, antara lain iklan dan promosi. Tesis ini meneliti dampak upaya komunikasi iklan dan promosi terhadap brand awareness dan brand association dari uang elektronik. Uang elektronik yang diteliti adalah OVO, dengan sample sebanyak 100 orang menggunakan cluster sampling berdomisili di pulau Jawa, dengan 2 tahap berupa penyaringan usia generasi millennial dan random. Penelitian menggunakan pendekatan kuantitatif, dengan 4 variabel, berupa 2 variabel independen (konten periklanan dan promosi penjualan), 1 variabel intervening (brand awareness), dan 1 variabel dependen (brand association). Dari penelitian diketahui konten periklanan dan promosi penjualan memiliki pengaruh signifikan terhadap masing-masing brand awareness dan brand association. Ketika digabungkan untuk menganalisis pengaruh konten periklanan, promosi penjualan, brand awareness sekaligus terhadap brand association, nilai pengaruh konten periklanan dan promosi penjualan berkurang namun pengaruh brand awareness bertambah.

.....Since the 2000 era, there's card based payment system, part of banking services, which its use increasing nowadays. The system also known as electronic money. Reasons of increasing use such as external reasons - government program and ease of use. No internal factors such as brand equity that strong enough. It is supposed to happened because of no differentiation, low brand knowledge, or no responses to marketing efforts. Meanwhile, any marketing and communication effort was and is still going, i.e. advertisement and promotion. This thesis' objective is to research the effect of communication effort of advertisement and promotion to brand awareness and brand association of electronic money. The electronic money in research is OVO, with sample consist of 100 people using cluster sampling area of Java island origin, with 2 stages of millennials filtering, then random. The research uses quantitative approach with 4 variables; 2 independent variables (advertisement content and sales promotion); 1 intervening (Brand awareness); and 1 dependent (Brand association). By using multiple linear regressions and path analysis. The research resulted that advertisement content and sales promotion has significant effects to each of brand awareness and brand association. When it combined to analyze the effect of 2 variabels and 1 intervening to dependent variables, the regression coefficient adds, while sales promotion and advertisement content's regression coefficient

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